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# Kendall Jenner and George Clooney Feature in Super Bowl Advertisements

## Description

The Super Bowl, a major American football event, is also a great chance for advertisers. They want the millions of viewers to remember their brand names. Some of the key methods they use to attract attention include traditional ad icons, nostalgia, and even famous celebrities.

Every year, Super Bowl ads offer a snapshot of trends in America. This year, for instance, we see a large number of health and telehealth companies promoting weight loss drugs and medical tests. Additionally, tech companies are keen to show off their exciting new gadgets and apps. Charles Taylor, a marketing professor from Villanova University, expects that the ads will keep things light-hearted, offering us an escape from sobering news headlines.

The Super Bowl is extremely popular, and advertisers are willing to pay high prices to show their ads during the game. In 2025, a record 127.7 million US viewers tuned in. Because live sports events are one of the few places where advertisers can reach a large audience at once, demand for ads is constantly growing.

Famous faces make for memorable ads, so many advertisers opt to include celebrities in their commercials. For instance, Kendall Jenner will appear in an advertisement for Fanatics Sportsbook, while George Clooney will promote Grubhub. Similarly, Matthew McConaughey will convince viewers that Uber Eats is the answer to football-induced hunger.

Artificial Intelligence (AI) has been a rising trend in Super Bowl ads, with AI-driven glasses and software programmes featuring prominently this year. Health themes continue to dominate, with screening tests for diseases and health advice taking centre stage of different commercials. On the more light-hearted side, familiar themes and celebrities associated with famous brand icons are not forgotten either. However, there will also be some adverts viewers don't know about until they air during the Super Bowl, adding an extra element of surprise to the viewing experience.

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## Vocabulary List:

1. **Advertisers** /'æd.və.taɪ.zərz/ (noun): Individuals or companies that promote products or services.
2. **Nostalgia** /nɒs'tæl.dʒə/ (noun): A sentimental longing for the past.
3. **Promoting** /prə'moʊ.tɪŋ/ (verb): Supporting or actively encouraging a cause or proposal.
4. **Dominating** /'dɒmɪneɪtɪŋ/ (verb): Having control or influence over something.
5. **Gadgets** /'gædʒɪt/ (noun): Small mechanical or electronic devices or tools.
6. **Memorable** /'mɛmərəbəl/ (adjective): Worth remembering or easily remembered.



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## Comprehension Questions

### Multiple Choice

1. What are some key methods advertisers use to attract attention during the Super Bowl?  
Option: Traditional ad icons  
Option: Nostalgia  
Option: Famous celebrities  
Option: All of the above
2. What is a significant trend seen in Super Bowl ads this year in terms of companies promoting products?  
Option: Health and telehealth companies  
Option: Fashion companies  
Option: Automotive companies  
Option: Food and beverage companies
3. Why are advertisers willing to pay high prices to show their ads during the Super Bowl?  
Option: To target a specific niche audience  
Option: To support local businesses  
Option: To reach a large audience at once  
Option: To showcase their design creativity
4. Which technology trend has been prominent in Super Bowl ads recently?  
Option: Artificial Intelligence (AI)  
Option: Virtual Reality (VR)  
Option: Blockchain  
Option: Augmented Reality (AR)
5. What type of themes have been dominating Super Bowl ads in recent years?  
Option: Action-packed sequences  
Option: Romantic storylines  
Option: Health-related themes  
Option: Comedy skits
6. Why do advertisers opt to include celebrities in their Super Bowl ads?  
Option: To make the ads more relatable



- Option: To save on advertising costs
- Option: To appeal to a scientific audience
- Option: To showcase new technology

**True-False**

- 7. The Super Bowl attracts a small audience compared to other TV events.
- 8. Health themes have not been a prominent feature in recent Super Bowl ads.
- 9. AI-driven glasses and software programs have not been featured in Super Bowl ads.
- 10. Surprise elements are uncommon in Super Bowl ads.
- 11. There is no demand for ads during the Super Bowl.
- 12. The Super Bowl offers advertisers a unique opportunity to reach a wide audience at once.

**Gap-Fill**

- 13. In 2025, a record \_\_\_\_\_ million US viewers tuned in to the Super Bowl.
- 14. Charles Taylor, a marketing professor from Villanova University, expects that the Super Bowl ads will keep things \_\_\_\_\_, offering an escape from sobering news headlines.
- 15. Matthew McConaughey will convince viewers that Uber Eats is the answer to \_\_\_\_\_  
-induced hunger.
- 16. AI-driven glasses and software programs have been \_\_\_\_\_ in Super Bowl ads this year.
- 17. There will be some adverts viewers don't know about until they air during the Super Bowl, adding an extra element of \_\_\_\_\_ to the viewing experience.



18. Famous faces make for memorable ads, so many advertisers opt to include \_\_\_\_\_  
in their commercials.

## Answer

**Multiple Choice:** 1. All of the above 2. Health and telehealth companies 3. To reach a large audience at once  
4. Artificial Intelligence (AI) 5. Health-related themes 6. To make the ads more relatable

**True-False:** 7. False 8. False 9. False 10. False 11. False 12. True

**Gap-Fill:** 13. 127.7 14. light-hearted 15. football 16. prominently 17. surprise 18. celebrities

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What is a rough guess or calculation of the value number quantity or extent of something?

Option: Earnings

Option: Drop

Option: Attract

Option: Total

2. Which word refers to the whole amount or number of something?

Option: Advertisers

Option: Total

Option: Nostalgia

Option: Promoting

3. What is the feeling of being thankful and appreciative?

Option: Decided

Option: Quality

Option: Gratitude

Option: Memorable

4. What term describes something that is worth remembering or easily remembered?

Option: Appreciation

Option: Memorable

Option: Controversy

Option: Eugenics



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5. What word is commonly used to refer to the act of starting or introducing something new?
- Option: Registration
  - Option: Praising
  - Option: Astronauts
  - Option: Launch
6. What term is used to indicate a decrease in value quality or level of something?
- Option: Confuse
  - Option: Drop
  - Option: Estimate
  - Option: Earnings
7. Who are the individuals or companies that pay for advertising space to promote their products or services?
- Option: Earnings
  - Option: Advetisers
  - Option: Memorable
  - Option: Spondorship
8. Which word means to make someone uncertain or unclear about something?
- Option: Confuse
  - Option: Great
  - Option: Response
  - Option: Launch
9. Who are the people who express their opinions or judgments about something?
- Option: Praising
  - Option: Astronauts
  - Option: Critics
  - Option: Gratitude
10. What is the action of supporting or actively encouraging the progress or growth of something?
- Option: Attract
  - Option: Promoting
  - Option: Dominating
  - Option: Gadgets

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The company quickly rose to the top and started \_\_\_\_\_ the market.



12. After his successful \_\_\_\_\_ as CEO he moved on to explore new opportunities.
13. After much consideration they \_\_\_\_\_ to invest in the new project.
14. She expressed her \_\_\_\_\_ for their help during a difficult time.
15. The company received a great \_\_\_\_\_ to their latest product release.
16. The team prepared for the grand \_\_\_\_\_ of their new advertising campaign.
17. They focused on delivering top-notch \_\_\_\_\_ products to their customers.
18. His hard work was met with great \_\_\_\_\_ from his colleagues.
19. The artist's latest piece sparked a lot of \_\_\_\_\_ and discussions among art critics.
20. The historical context of \_\_\_\_\_ in science is a topic that still raises ethical debates.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. The new ad campaign was designed to attract a younger audience to the brand.
22. The old photographs filled him with nostalgia for his childhood days.
23. The graduation ceremony was a memorable event that will be cherished for years to come.
24. The space agency selected the best astronauts for the upcoming mission to Mars.
25. The comedian mocked the latest trends in a hilarious stand-up routine.
26. The team achieved great success in their first year of operation.
27. The coach was constantly praising the team for their hard work and dedication.
28. The quick response from customer service helped resolve the issue efficiently.
29. The company planned a grand launch event for their new product line.
30. The complex instructions on the assembly manual tended to confuse many customers.



## Answer

**Multiple Choice:** 1. Earnings 2. Total 3. Gratitude 4. Memorable 5. Launch 6. Drop 7. Advertisers 8. Confuse 9. Critics 10. Promoting

**Gap-Fill:** 11. Dominating 12. Stint 13. Decided 14. Gratitude 15. Response 16. Launch 17. Quality 18. Appreciation 19. Controversy 20. Eugenics

**Matching sentence:** 1. Attract 2. Nostalgia 3. Memorable 4. Astronauts 5. Mocked 6. Great 7. Praising 8. Response 9. Launch 10. Confuse

## CATEGORY

1. Entertainment - LEVEL2

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